

BMS4119 Leadership Communication

PURPOSE:	The purpose of this course is to provide learners with the communication capabilities needed to lead organizations effectively. Participants will learn managerial communication skills and concepts of emotional intelligence to enhance their leadership performance.
LEARNING OUTCOMES:	<p>Upon completion of this course, learners will:</p> <ul style="list-style-type: none">• Learn how to control the visual, vocal, and verbal elements of their communications to deliver a consistent message• Determine the best methods to persuade their employees to act• Promote open communication in their areas• Recognize and overcome communication barriers• Learn to better manage confrontation and crucial conversations
CONTENT:	<p>Learners will learn:</p> <ul style="list-style-type: none">• Definition and key purposes of leadership communication• The importance of self awareness and of understanding your audience• How to use storytelling to communicate your messages• Using repetition to reinforce messages and increase retention• Fundamental leadership communication principles• Choosing the most effective communication mechanism for your messages
METHODS:	This class will consist of lecture, group discussion, role-play, video and course evaluation.
LENGTH:	7 Hours / 1 Sessions
AUDIENCE:	Executive management, middle managers, front-line leaders
PREREQUISITES:	None
CEU CREDITS:	.7